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OUTDOOR ARTS COMPANY INC.

LANDSCAPE ENGINEERS
AND HORTICULTURAL EXPERTS

BETHLEHEM PIKE
FLOURTOWN, PA.

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Chestnut Hill 2077

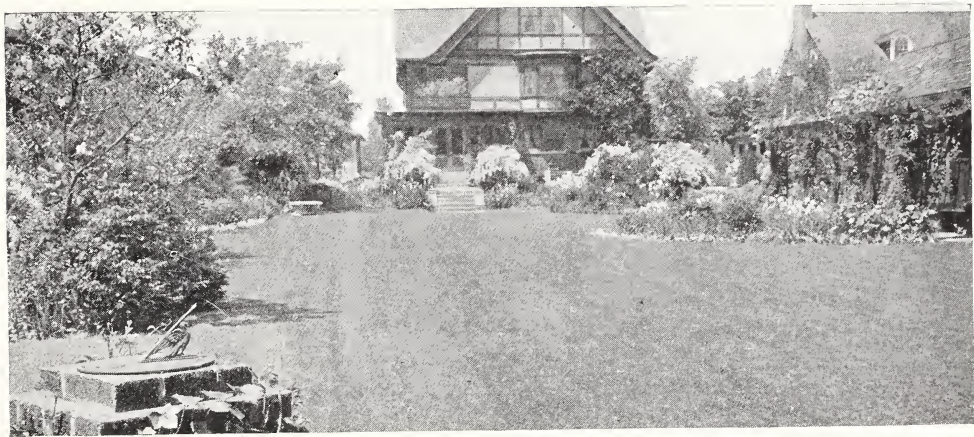


THE OUTDOOR ARTS COMPANY counts among its personnel men ready to bring to you the ripe experience and training acquired in the Royal Gardens of Kew, London; from wide travel and study in France, Holland, and Germany, where horticulture and gardening were studied at first hand; men skilled in nursery work in Europe and America; men trained at our leading agricultural colleges as engineers and landscape architects; artists, travelers, and lovers of all that is beautiful in nature.

These men have a passion for doing work which will bring you lasting joy and satisfaction.

No project is too small and none too large for their attention and care. Every phase of Landscape Gardening, Town-Planning, Estate Development, Road-Building, Contracting, Engineering, Topographical Surveys, Sewage Disposal, Planting, Pruning, Spraying, and Fertilizing comes within the scope of their experience.

Your own tastes and inclinations will be wrought out by them in enduring forms of beauty



The outside room furnished simply but beautifully—not cluttered by promiscuous planting



The architect and the builder have produced a "house." It remains for the landscape gardener to make of it a "home."

Plant Wisely and Well

ONE man has a "house and lot" another has a "home."

The difference between a "house and lot" and a real "Home Sweet Home" lies in a good balance of beauty, comfort and utility.

The larger life demands more than food, drink, clothing and shelter.

The word "home" has a depth of meaning. Around it are associated many things, but none has more lasting charms than the constituents of the garden—the trees, the shrubs, and the flowers.

Everyone has their individual thought and desire of what their home grounds should be.

Shall we help you make your dreams come true?



Beware of the Man with the Shears!

Some shrubs flower on the old wood, some on the new. Some pruners (?) make it impossible for them to flower at all.

Have us do the work for you, and secure a wealth of bloom.

Right Pruning Is An Art

NEXT to the house itself, trees are the most valuable asset to your property. Preserve them.

If they do not appear healthy and vigorous, have us call and examine them and prescribe treatment.

If a tree has a future and is worth saving, we will save it; otherwise, we will not encourage you to spend money on a derelict.

Secure the maximum of pleasure from your flowering shrubs by judicious pruning.

Get the most returns from your fruit trees by correct treatment at the right time.

All pruning and spraying is done under expert supervision and along the most economical and approved lines.

Estimates gladly furnished at your request.



A view on our Cheltenham Nurseries. Large, well-developed evergreens, trees and shrubs, to give immediate effect.

Home-Grown Plants

OUR Hardy Plant Grounds at Flourtown have now a fine lot of stock growing on them. Come and visit us, and see a nursery in the making. Nearly every fence-post has a vine or climbing rose planted against it.

Five thousand Iris are in the plot of ground adjacent to the Pike; rows of Hollyhocks, Columbines and Chrysanthemums appear in their season; masses of Phlox, Foxgloves, Campanulas, Delphiniums, Mallows along the stream, and a host of other plants that everyone wants in their garden.

We are growing Delphiniums in quantity. Our aim is to become headquarters for this stately and beautiful flower.

One of our special lines of service is the planning, making and planting of Harmonious Hardy Gardens.

The results will make you happy.



Rock Garden—American

Successful Processions in the Hardy Garden

In a well thought out and rightly laid out Hardy Garden, we may have flowers from March to November.

Starting with the early flowering bulbs like Snowdrops, and Crocus, and completing the cycle of the season with old fashioned Hardy Chrysanthemums.

There is nothing stereotyped about the Hardy Garden, varying with the season, it is full of surprises, and reflects the interest and care of the owner.



Rock Garden—Japanese

Rock and Wall Gardens

This particular phase of gardening is becoming very popular. It oftentimes solves a difficult problem in the most economical and attractive way.

It also creates an ideal situation for many gems in plant life which cannot ordinarily be used in the flower-garden or shrub-border.



A driveway constructed by us several years ago.

Necessity, Comfort and Beauty in Drives

IT IS a long call from the Indian trail of yesterday to the beautiful roads of today.

Great strides have been made toward the perfect road, and while no one has yet reached the high mark of perfection, we are now able to give our patrons the very best road known to date.

Over several years of constant wear and exposure to severe climatic changes have proven the roads built under our methods beyond question, the par-excellence in road-making.

Private driveways our specialty. Drives,—remade, or resurfaced. Consult us freely and have us examine your drives.

Soil Treatment

The splendor of your lawns, the vigor of your trees and shrubs, and the success of your flower and vegetable garden depend largely on the fertility of your soil.

Soil and a bank account are analogous.

We must keep our bank balance up to the mark to meet our withdrawals, or we shall have an overdrawn account.

So with soil—we must put into it by faithful cultivation and annual fertilization those elements of food that are constantly being withdrawn from it.

A fertile soil is one having a good balance of available plant food.
Let us prescribe and render right treatment.

Why You Should Enlist Our Services

OUR whole organization is builded on the foundation of knowledge and experience.

This knowledge and experience in horticultural matters have been acquired under the best teachers of world-recognized schools.

More than this, it has been accumulated in the chief of all schools, the school of practical experience.

When we do work for you it is done well and at a most consistent cost.

Let us prove to you our ability for service.

OUTDOOR ARTS COMPANY, Inc.

BETHLEHEM PIKE - FLOURTOWN, PENNA.

Louis U. Strassburger
President

Ernest Hemming
Vice-President

Edwin Matthews
Secretary

Blair Ferguson
Treasurer



After you have exhausted what there is in business, politics, conviviality, love, and so on—have found none of them finally satisfy, or permanently wear—what remains? Nature remains; to bring out their torpid recesses, the affinities of a man or woman with the open air, the trees, fields, the changes of seasons—the sun by day and the stars of heaven by night.—WALT WHITMAN.